

## ABSTRACT

A method and system for anonymously buying and selling a structured financial product over a computer network includes providing a host for receiving information for the offer for sale of a structured financial product from a first client, anonymously publishing the offer for sale of the structured financial product over a computer network by the host to a plurality of second clients over the computer network for a predetermined period of time, initiating the offer for sale of the product over the network at a prescribed starting time, providing an opportunity for the plurality of second clients to bid on the product in real-time during the period of time, automatically publishing to the plurality of second clients viewing the sale of the product each bid in real-time as each bid is submitted by one of the second clients, wherein a substantial number of all submitted bids are displayed together during the offer for sale, and awarding the structured financial product to a second client of the plurality of the second clients submitting the highest bid by the end of the predetermined period of time.